

MISSION

UTA Rideshare develops and promotes transportation alternatives that enhance air quality, conserve energy and improve mobility along the Wasatch Front.

BACKGROUND

- Established in 1995.
- Developed in partnership with the Utah Office of Energy, the Utah Department of Environmental Quality, Salt Lake City, Salt Lake County, the Wasatch Front Regional Council (WFRC), Mountainland Association of Governments (MAG) and the Utah Department of Transportation.

PROGRAMS

Rideshare programs include: Eco Pass, vanpools, carpool matching, bicycling, teleworking, alternative work hours and company-sponsored transit passes. Rideshare also conducts transportation surveys and establishes company-sponsored transit pass programs for employers.

Eco Pass

A company-sponsored transit pass for employees to use for commuting to work and for personal transportation.

- Available to companies with 35 or more employees.
- Good on all UTA buses and trains with the exception of Flextrans, Ski Buses and special services.
- The "Guaranteed Ride Home" provides participants with a ride home if an emergency or unexpected change in schedule is encountered.
- Participating companies can schedule an on-site Eco Pass orientation meeting, with individual instruction on the best routes and times for their employees to get to and from work.

Sixty-eight (68) companies and organizations currently participate in the Eco Pass program.

Vanpools

Leased Vanpooling is one of Rideshare's most popular programs. Employers and employee associations lease 15-passenger vans from UTA for employees to ride together to and from the workplace.

- Vanpool is available throughout UTA's six-county service area.
- The program offers participants a "Guaranteed Ride Home" via taxi or shuttle service if an employee must work late due to an emergency or an unexpected change in schedule.

UTA's Vanpool program began in 1997 with 12 vans in service. Today there are more than 250 vans in the program providing carpooling service to residents throughout UTA's service area.

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RIDESHARE (*continued*)

"Good people creating a good transportation value for a better quality of life."

Zero-Interest Vanpool

UTA Rideshare sponsors zero-percent financing for workers who wish to purchase a van for carpooling purposes.

Carpool Matching

Helps commuters establish carpools by matching individuals who live and work in the same areas and who commute similar hours.

- Carpools are created with the help of Matchlist, UTA's free, computerized ride matching service.
- Matchlist is available throughout UTA's service area to individuals and to companies who want to assist their employees in establishing carpools.

Bicycle Commuting

Promotes bicycle commuting by equipping all standard UTA buses with bike racks. Bike racks are also provided at each light rail park and ride location.

UTA Rideshare also hosts the annual Bike Bonanza, where attendees receive free bike tune-ups, licensing, and trail and safety information.

Telework

A partnership with the International Telework Association and Council to increase awareness and participation in telework programs.

- Rideshare specialists offer free training sessions for managers and employees looking to implement a telework program.
- Rideshare also provides sample telework policies to companies via its alternative transportation lending library.

Alternative Work Hours

Studies show that flextime and compressed work schedules improve air quality, reduce traffic congestion and save money. UTA's Rideshare promotes this idea through training, seminars and promotional literature.

Co-op Pass

Companies partner with UTA to offer discounted transit passes to their employees.

- Companies purchase monthly bus passes at a 20 percent discount, then subsidize them an additional 30 percent.
- With the subsidy, employees are able to purchase transit passes for half-price.
- Employers must purchase a minimum number of passes based on 20 percent of their employee base.
- Available to companies with 35 or more employees.

Commuter Tax Free Benefit

Program allows employers to give workers up to \$100 per month to cover transit or vanpool costs tax free. Employers are also eligible to share in tax savings. Rideshare representatives offer employers free training and assistance in setting up their programs.

RIDESHARE FUNDING

UTA's Rideshare is funded by Utah's Congestion Mitigation and Air Quality (CMAQ) program with 6.77 percent in UTA matching funds.

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